LEO BURNETT U.S.A.
Ad No. 478-A4 - (NOBODY HAS DONE...) - Req. No. M93567 - Page, 4/c - (7 x 10 inches)
National Magazines, 1988
(604)

Nobody has done so much for so many with so little.

Merit Enriched Flavor™ gives you something you'd never expect in a cigarette with so little tar: so much taste. That's why so many smokers are switching to Merit Ultra Lights. So don't settle for a so-so cigarette. Switch to Merit Ultra Lights.

Enriched Flavor,™ ultra low tar. A solution with Merit.

Merit Ultra Lights

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

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Kings: 5 mg "tar," 0.5 mg nicotine av. per cigarette by FTC method.

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Source: https://www.industrydocuments.ucsf.edu/docs/ypjx0001

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